

WHAT IS CLAIMED IS:

1. A multi-year integrated marketing, production and financial system for use in a manufacturing business, said system comprising:

at least one computer;

5 a server configured with a plurality of spreadsheets to integrate a multi-year market forecast for all products produced with production specifications, production and performance parameters such as capacity, efficiency, waste levels, materials, utilities and labor cost, and production scheduling; and

a network interconnecting said server to said computers.

10 2. A system according to Claim 1 wherein said server is further configured to determine at least one of per unit and per brand costing.

3. A system according to Claim 2 wherein said server is further configured to determine at least one of per unit and per brand costing of materials.

4. A system according to Claim 2 wherein said server is further configured to determine at least one of per unit and per brand costing of labor.

15 5. A system according to Claim 2 wherein said server is further configured to determine at least one of per unit and per brand costing of utilities.

6. A system according to Claim 2 wherein said server is further configured to determine at least one of per unit and per brand sales discounts, freight and commissions.

20 7. A system according to Claim 1 wherein said server is further configured for input of operating expenses and fixed expenses for the business.

8. A system according to Claim 7 wherein said server is further configured to automatically show impacts to Earnings Before Interest, Taxes,

Depreciation and Amortization (EBITDA) as a result of any change to any parameter in marketing, finance, or production.

5 9. A system according to Claim 1 wherein said server is configured to determine whether capacity for production is at capacity, below capacity, or above capacity using a scheduling analysis.

 10. A system according to Claim 1 wherein said server is configured to determine a production schedule based on labor constraints and production restraints.

10 11. A system according to Claim 1 wherein said server is configured to notify a user of critical situations resulting from at least one of a marketing forecast, production schedule change, a product specification change and a change in production capability.

15 12. A system according to Claim 1 wherein said server is configured to receive and store at least one of marketing data, production data, product data, pricing data and cost data.

 13. A system according to Claim 1 wherein said network is at least one of the Internet, an intranet, a local area network (LAN), a wide area network (WAN), dial-in-connections, cable modems and special high-speed ISDN lines.

20 14. A system according to Claim 1 wherein said server is configured with a revision log incorporating a listing of all changes and revisions to said spreadsheets by date.

15. A method for producing multi-year forecasts for products produced in a manufacturing business using an integrated marketing-production-finance system, said method comprising the steps of :

5 uploading data relating to at least one of production specifications, production and performance parameters and production schedules for individual product lines; and

 determining any changes to the forecasts based upon uploaded data.

16. A method according to Claim 15 wherein said step of
10 determining any changes to the forecasts further comprises the step of determining at least one of per unit and per brand costing.

17. A method according to Claim 16 wherein said step of determining at least one of per unit and per brand costing further comprises the step of determining at least one of per unit and per brand costing of materials.

18. A method according to Claim 16 wherein said step of
15 determining at least one of per unit and per brand costing further comprises the step of determining at least one of per unit and per brand costing of labor.

19. A method according to Claim 16 wherein said step of
20 determining at least one of per unit and per brand costing further comprises the step of determining at least one of per unit and per brand costing of utilities.

20. A method according to Claim 16 wherein said step of determining at least one of per unit and per brand costing further comprises the step of determining at least one of per unit and per brand sales discounts, freight and commissions.

21. A method according to Claim 15 wherein said step of uploading data further comprises the step of uploading operating expenses and fixed expenses for the business.

22. A method according to Claim 15 wherein said step of determining any changes to the forecasts further comprises the step of determining impacts to Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) as a result of any change to any parameter in marketing, finance, or production.

23. A method according to Claim 15 wherein said step of determining any changes to the forecasts further comprises the step of determining whether capacity for production is at capacity, below capacity, or above capacity using a scheduling analysis.

24. A method according to Claim 15 wherein said step of determining any changes to the forecasts further comprises the step of determining a production schedule based on labor constraints and production restraints.

25. A method according to Claim 15 further comprising the step of notifying a user of critical situations resulting from at least one of a marketing forecast, production schedule change, a product specification change and a change in production capability.

26. A method according to Claim 15 wherein said step of uploading data further comprises the step of receiving and storing at least one of marketing data, production data, product data, pricing data and cost data.